

I claim:

1 1. A compact disk holder comprising:
2 a disk securing member structured and arranged to engage a compact disk;
3 a base; and
4 at least one spoke extending radially from the disk securing member to the base.

1 2. The compact disk holder of claim 1 wherein the at least one spoke is
2 discontinuous around a perimeter of the disk securing member.

1 3. The compact disk holder of claim 1 wherein the at least one spoke comprises
2 several spokes extend radially from the disk securing member toward the base, the spokes
3 each being discontinuous around a perimeter of the disk securing member.

1 4. The compact disk holder of claim 3 wherein the spokes have sides that are
2 structured and arranged such that wedge shaped cut-out areas are defined between the spoke
3 sides.

1 5. The compact disk holder of claim 1 further comprising a disk protecting
2 member positioned around a perimeter of a compact disk engaged by the disk securing
3 member.

1 6. A compact disk holder comprising:
2 a first side;
3 a second side connected to the first side so as to permit the first side to move relative
4 to the second side between a closed position and an open position;
5 a disk securing member structured and arranged to engage a compact disk; and
6 at least one spoke extending radially from the disk securing member toward the
7 second side, the at least one spoke being discontinuous around a perimeter of the disk
8 securing member.

1 7. The compact disk holder of claim 6 wherein the at least one spoke is
2 structured and arranged to expose a portion of a compact disk that is engaged by the disk
3 securing member from a viewing position that faces the side from which the disk securing
4 member extends.

1 8. The compact disk holder of claim 6 wherein:
2 the first side and the second side form a cavity in the closed position; and
3 at least one transparent cut-out area is defined adjacent to the at least one spoke,
4 enabling perception of the cavity.

1 9. The compact disk holder of claim 6 wherein at least one non-transparent cut-
2 out area is defined adjacent to the at least one spoke.

1 10. The compact disk holder of claim 8 wherein the at least one transparent cut-
2 out area defines at least one wedge shaped viewing window.

1 11. The compact disk holder of claim 8 further comprising a transparent material
2 covering the second side and enabling perception of the cavity when the compact disk holder
3 is in the closed position.

1 12. The compact disk holder of claim 6 wherein:
2 the first side is structured and arranged to define a viewing window; and
3 the viewing window constitutes less than all of the first side to provide a first viewing
4 characteristic that differs from a second viewing characteristic that is provided
5 through another portion of the first side.

1 13. The compact disk holder of claim 6 wherein:
2 the first side and the second side form a cavity in the closed position;
3 the first side and the second side include substantially flat surfaces; and
4 the disk securing member is structured and arranged to separate a flat surface of the
5 compact disk from the substantially flat surfaces of the first side and the second side.

1 14. The compact disk holder of claim 13 further comprising an inner surface
2 member upon which the disk securing member is positioned.

1 15. The compact disk holder of claim 13 wherein the disk securing member
2 includes a central portion that engages the compact disk by moving the central portion of the
3 disk securing member toward the second side.

1 16. The compact disk holder of claim 6 further comprising a disk protecting
2 member positioned around a perimeter of a compact disk engaged by the disk securing
3 member.

1 17. The compact disk holder of claim 6 wherein the dimensions of the compact
2 disk holder are greater than the dimensions of a Jewel case typically used to store compact
3 disks having a format that differs from a format of a digital versatile disk.

1 18. The compact disk holder of claim 6 further comprising a compact disk within
2 the compact disk holder.

1 19. The compact disk holder of claim 18 wherein the compact disk has a format
2 that differs from a format of a digital versatile disk.

1 20. The compact disk holder of claim 18 wherein the compact disk stores
2 electronic marketing materials.

1 21. The compact disk holder of claim 20 wherein the electronic marketing
2 materials comprise computer software for installing an Internet service provider on a
3 personal computer.

1 22. The compact disk holder of claim 12 further comprising a dual sided label
2 with opposing front and back faces that is affixed to the first side and positioned over at least
3 a portion of the viewing window.

1 23. The compact disk holder of claim 22 wherein the label has information printed
2 both on the front of the label that is viewable while the holder is in the closed position and
3 the back of the label that is viewable only while the holder is in the open position.

1 24. The compact disk holder of claim 23 wherein the front of the label contains
2 information identifying an intended recipient and the back of the label contains marketing
3 information relating the intended recipient to a marketing source.

1 25. The compact disk holder of claim 24 further comprising:
2 a compact disk; and
3 postage affixed to the holder wherein the compact disk holder is mailed to the
4 intended recipient.

1 26. The compact disk holder of claim 24 further comprising:
2 a compact disk; and
3 a wrapper around the holder and postage affixed to the wrapper wherein the compact
4 disk holder is mailed to the intended recipient.

1 27. The compact disk holder of claim 25 further comprising a locking mechanism
2 capable of securing the first side and the second side in the closed position during mailing of
3 the compact disk holder.

1 28. A method of distributing marketing materials to an intended recipient,
2 comprising:
3 obtaining a compact disk on which marketing materials are stored as data;

4 installing the compact disk into a compact disk holder having a first side and a second
5 side connected to the first side so as to permit the first side to move relative to the second
6 side between a closed position and an open position wherein the second side comprises a disk
7 securing member structured and arranged to engage a compact disk and having at least one
8 spoke extending radially from the disk securing member toward the second side, the at least
9 one spoke being discontinuous around a perimeter of the disk securing member; and
10 delivering the holder containing the compact disk to the intended recipient.

1 29. The compact disk holder of claim 28 wherein the at least one spoke is
2 structured and arranged to expose a portion of the compact disk that is engaged by the disk
3 securing member from a viewing position that faces the second side such that the installing
4 comprises installing the compact disk in the holder with a portion of the compact disk
5 exposed from the viewing position facing the second side.

1 30. The compact disk holder of claim 29 wherein:
2 the first side and the second side form a cavity in the closed position; and
3 at least one transparent cut-out area is defined adjacent to the at least one spoke
4 enabling perception of the cavity such that the installing comprises installing the
5 compact disk in the holder with the at least one transparent cut-out area.

1 31. The compact disk holder of claim 28 wherein at least one non-transparent cut-
2 out area is defined adjacent to the at least one spoke such that the installing comprises
3 installing the compact disk in the holder with the at least one non-transparent cut-out area.

1 32. The compact disk holder of claim 30 wherein the at least one cut-out area
2 defines at least one wedge shaped viewing window such that the installing comprises
3 installing the compact disk in the holder with the wedge shaped at least one cut-out area.

1 33. The compact disk holder of claim 30 further comprising a transparent material
2 covering the second side and enabling perception of the cavity when the compact disk holder

3 is in the closed position such that the installing comprises installing the compact disk in the
4 holder with the transparent material covering the second side.

1 34. The compact disk holder of claim 28 further comprising the first side being
2 structured and arranged to define a viewing window wherein the viewing window constitutes
3 less than all of the first side to provide a first viewing characteristic that differs from a second
4 viewing characteristic that is provided through another portion of the first side such that the
5 installing comprises installing the compact disk in the compact disk holder with the viewing
6 window on the first side.

1 35. The compact disk holder of claim 34 wherein the first side and the second side
2 are structured and arranged to define a rectangle with a length extending from top to bottom
3 and the viewing window is positioned in the bottom portion of the first side such that the
4 installing comprises installing the compact disk in the holder with rectangular sides and the
5 viewing window in the bottom portion of the first side.

1 36. The compact disk holder of claim 35 wherein the viewing window on the first
2 side has a rectangular shape such that the installing comprises installing the compact disk in
3 the holder with the rectangular viewing window on the first side.

1 37. The compact disk holder of claim 28 wherein the first side and the second side
2 include substantially flat surfaces and the disk securing member is structured and arranged to
3 separate a flat surface of the compact disk from the substantially flat surfaces of the first side
4 and the second side such that the installing comprises installing the compact disk in the
5 holder separated from the substantially flat first side and second side surfaces by the disk
6 securing member.

1 38. The compact disk holder of claim 37 further comprising an inner surface
2 member upon which the disk securing member is positioned such that the installing
3 comprises installing the compact disk in the holder with the disk securing member positioned
4 on the inner surface member.

1 39. The compact disk holder of claim 37 wherein the disk securing member
2 includes a central portion that engages a compact disk by moving the central portion of the
3 disk securing member toward the second side such that the installing comprises installing the
4 compact disk in the holder with the disk securing member by moving the central portion
5 toward the second side.

1 40. The compact disk holder of claim 28 further comprising a disk protecting
2 member positioned around a perimeter of the compact disk such that the installing comprises
3 installing the compact disk in the holder with the disk protecting member.

1 41. The compact disk holder of claim 28 wherein the dimensions of the compact
2 disk holder is greater than the dimensions of a Jewel case typically used to store compact
3 disks having a format that differs from a format of a digital versatile disk such that the
4 installing comprises installing the compact disk in the compact disk holder with the
5 dimensions greater than the dimensions of a Jewel case.

1 42. The compact disk holder of claim 28 wherein the compact disk has a format
2 that differs from a format of a digital versatile disk such that the obtaining comprises
3 obtaining the compact disk with a different format from a digital versatile disk.

1 43. The compact disk holder of claim 28 wherein the compact disk stores
2 electronic marketing materials such that the obtaining comprises obtaining the compact disk
3 with electronic marketing materials stored thereon.

1 44. The compact disk holder of claim 43 wherein the electronic marketing
2 materials comprise computer software for installing an Internet service provider on a
3 personal computer such that the obtaining comprises obtaining the compact disk with
4 electronic marketing materials for installing the Internet service provider stored thereon.

1 45. The compact disk holder of claim 34 further comprising a dual sided label
2 with opposing front and back faces that is affixed to the first side and positioned over at least
3 a portion of the viewing window such that the installing comprises installing the compact
4 disk in the holder with the dual sided label positioned over at least a portion of the viewing
5 window.

1 46. The compact disk holder of claim 45 wherein the label has information printed
2 both on the front of the label that is viewable while the holder is in the closed position and
3 the back of the label that is viewable only while the holder is in an opened position such that
4 the installing comprises installing the compact disk in the holder with the dual sided label
5 with printed information on the front and the back faces positioned over at least a portion of
6 the viewing window.

1 47. The compact disk holder of claim 46 wherein the front of the label contains
2 information identifying an intended recipient and the back of the label contains marketing
3 information relating the intended recipient to a marketing source such that the installing
4 comprises installing the compact disk in the holder with the dual sided label with the
5 identifying information printed on the front face and the marketing information printed on
6 the back face positioned over at least a portion of the viewing window.

1 48. The compact disk holder of claim 47 further comprising affixing postage to
2 the holder wherein the compact disk holder is mailed to the intended recipient such that the
3 intentionally delivering comprises mailing the holder with the postage affixed thereon.

1 49. The compact disk holder of claim 47 further comprising a wrapper around the
2 holder and postage affixed to the wrapper wherein the compact disk holder is mailed to the
3 intended recipient such that the intentionally delivering comprises mailing the holder with the
4 wrapper and the postage affixed thereon.

1 50. The compact disk holder of claim 49 further comprising a locking mechanism
2 capable of securing the first side and the second side in the closed position during mailing of
3 the compact disk holder such that the intentionally delivering comprises mailing the holder
4 with locking mechanism to secure the holder during mailing.

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